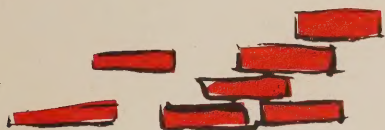


1977



10-4 CB'er marketing book

**THE
CB
CENTER**



**10-4 CB'er MAGAZINE
International CB Radio Operators Association (CBA)
Suite 106, 4209 NW 23rd
Oklahoma City, Oklahoma 73107
(405 - 943-7568/9)**

SPECIAL NOTICE ABOUT FIRST ISSUE of 10-4 CB'er!

The first issue of **10-4 CB'er** will be released February 15; and will be first seen at PC-77. Visit CBA there in Booth #25. Our April 1977 issue of **10-4 CB'er** will have full coverage of PC-77 including new products seen there for the first time. **More than 10,000 copies of our March issue will be distributed at PC-77.** . .extra advertising bonus coverage for your company! Note that the **space reservation deadline for our March 1977 issue is January 17** with closing for camera ready art January 24.

AH MY. . .WHAT IS THIS CBA THING ALL ABOUT?

CBA is about people. People who buy and use personal or Citizens Radio equipment. CBA is people ... nearly 100,000 dues paying members strong, spread throughout the United States and its possessions; and growing at the fantastic rate of between 10,000 and 12,000 new members each and every month!

CBA is what CB radio has needed for some seventeen years; a strong, cohesive, well thought out and well managed national association of CB radio operators. A single spokesgroup to stand up and speak out for the users of CB radio, in places where a user group should and must speak out and be heard.

CBA is about education; the International CB Radio Operators Association is a nationally chartered non-profit (tax exempt) association dedicated to the education of CB radio users. Education concerning where to use their radios. How to use their radios. How not to mis-use their radios. Education about getting the most value for their personal communications dollar, and concerning getting the maximum utility from their equipment.

CBA is now well into its second year of operation. The first year has been spent largely in developing a sizeable constituency. Tuning and re-tuning a massive 'direct mail' member-solicitation program mailing to every new licensee during the past year an invitation to 'sign-up' with CBA. CBA Chapter Clubs are now springing up from coast-to-coast and to back up this growing organization, CBA is now inaugurating a series of innovative 'firsts' for CB radio; a series of CB self-help programs designed to improve the CB world we all live in and work with.

As a supplier to the CB or personal communications industry, we want to share with you our program and plans for 1977. And we will invite you to participate with us in these programs, because we honestly believe your company will be more profitable in 1977 for that association.

SO WHAT IS CBA DOING FOR ITS MEMBERS?

During CBA's first year of operation, CBA people participated in the WARC (World Administrative Radio Conference) planning sessions concerning Citizens Band Radio; attended all regular PURAC (Personal Users Radio Advisory Committee) sessions plus nearly a dozen PURAC 'task force' sessions; met with top Amateur and Citizens Bureau personnel on more than 15 occasions; met quietly with the top people from the ARRL (American Radio Relay League); talked privately with more than 50 top personnel from CB suppliers all accross the United States.

During CBA's first year of operation, CBA people appeared on television to answer questions concerning the rapid growth of CB and its attendant problems; produced and released news stories for mass (print) media, and were the subject of numerous interviews for news media people.

During CBA's first year of operation CBA people produced a small, compact "Plain English Guide To Part 95" to help members and others understand what the often confusing and contradictory FCC rules say and mean; and produced nearly a dozen member-newsletters to bring to members the latest facts concerning the often confusing world of CB.

During CBA's first year of operation, CBA people received over 150,000 pieces of mail and responded first-person to more than 135,000 of these; answering questions, providing facts, aid and comfort to confused users of the Class D service.

During CBA's first year of operation, CBA people appeared coast-to-coast before CB groups, promoted proper and legal uses of CB and sought to answer user questions about proper Class D operation.

During CBA's first year of operation, we became involved; created programs to get others involved, and established a good, solid foundation to grow on. And now we are well into 'year-two'!

OK—SO WHAT WILL CBA DO FOR MY COMPANY?

First of all we can help you sell 'more product'. We can and will do this by getting you 'involved'. CBA exists to provide services to its members. We do this through creating programs that (1) make sense, (2) earn support of all segments of the CB 'family', and (3) produce sufficient income as to be self-sustaining.

Remember our non-profit (tax exempt) status. What we earn through our various programs goes back into the programs.

To provide a cohesive thread for all of the programs CBA has created, CBA is expanding our monthly four-page newsletter to a first class, professionally prepared monthly 'journal'. It, like our newsletter, is to be called 10-4 CB'er.

'10-4 CB'er' . . . Another Money Grubbing Advertising Rag?

This new 'magazine' format for 10-4 CB'er will begin with our March 1977 issue; an issue that will be first seen at PC-77 in Las Vegas in the middle of February. Now - what will separate 10-4 CB'er from the so-called 'commercial' magazines that have proliferated in CB over the past 18 months? What in the world can 10-4 CB'er do that will set it apart from the 'commercial magazine' gang that is already in place and fighting for your advertising dollars?

A) New Product News Space?

First of all, we can and will give your products and services editorial exposure; first and foremost through our "10-12 FOR NEW PRODUCTS". Provided you meet our criteria for new product exposure in our editorial section. We'll have more to say about that shortly.

B) A 10-4 CB'er Laboratory For Product Evaluation?

Next CBA has one of the finest private communication-system "laboratory facilities" in the United States today. An antenna test range (calibrated), an RF "screen

room", a quiet rural location where receivers really come to life ... and a dedicated staff of professionals. When the "10-4 Lab Reports" on your particular piece of equipment, that "10-4 Test Seal" is the closest thing to a user seal-of-approval you will find in the CB industry. And 10-4 CB'er is where users will read about it.

C) A Monthly Listing In CBA Associate-Member Roster?

CBA has a membership "categoray" for industry suppliers. We call it "Associate Membership". It entitles you to a wide range of "extra" services for your company with CBA (and 10-4 CB'er), as we shall explain shortly. Amongst the many benefits is a monthly "Associates Roster" listing in 10-4 CB'er magazine. A directory of who manufactures (or sells) what, and where to find them. At no extra charge ... it is part of your "Associate Membership".

D) Target-Market Assistance For A Direct Mail Program?

Because CBA is probably the nation's largest direct-mail-user of the FCC's new Class D licensees list (in January 1977 alone we will mail over 1.5 million pieces of CBA material to licensees), we have the unique capacity and computer program to prepare customized mailings for you. Anyway our computer can 'sort' names and addresses, we can prepare direct mail lists for you. We'll talk more about this shortly ... but keep in mind this is available to our "Associate Members" only.

E) Direct Product-News Stories To 3100 CCO 'Broadcasters'?

Did you ever wish there were some way to get news of a new product or service to every portion of the United States all at once? Without buying 30 seconds on Johnny Carson! With CBA there is ... through our 'County Communication Officer' program. CCO is now forming ... when it is completed this year, there will be a CBA appointed 'County Communication Officer' in each of the nation's 3,100 county units. And twice

per week on the "CCO Meeting Channel" for each county, our CCO appointees will review in question and answer format the latest "CCO Bulletins" received by these participants from CBA. FCC rules prohibit 'broadcasting' and 'commercialization' of CB channels; our CCO program recognizes this and is 'formatted' to provide real, useful information simultaneously and nationwide without violating FCC rules. And news about your new products, as 'CBA Associate Members', is part of our format!

F) Specific CB User Programs Such As CB Interference Committees?

What is CB's top "image" problem? Interference. Or rather "alleged" interference to consumer electronic equipment. CBA's new CBIC (Citizens Band Interference Committee) program is setting up 60 "model" CBIC "teams"; equipping these CBA-member volunteer teams with CBA supplied instructions, manuals, field equipment (including a spectrum analyzer!) and a 30 minute instructive video tape. CBA's goal in 1977 is to 'turn the tide' on interference, locate it and determine where the fault is; and then fix it. Through CBA, CB users will become responsible co-users of the radio spectrum and we invite manufacturers and suppliers to help us in this program for the good of us all! More details shortly, in this manual.

G) CBA Local-Chapter Clubs For Literature Distribution?

Looking for more efficient ways to get your product-message to CB users? Through CBA chapter clubs, nationwide, you can distribute literature to tens of thousands of involved, locally influential leaders in CB. 'CBA Associate Members' have regular access to CBA chapter clubs from Alaska to Florida, Maine to Hawaii!

H) CBA Local-Chapter Clubs For Field Rep Talks/Displays?

If your marketing program includes sales reps or field people who have the ability to stand before a group of users and discuss your equipment, then CBA can arrange for

your people to appear before CBA chapter clubs. First hand demonstration of equipment, techniques and answering one-on-one questions about your equipment is one of the most effective sales tools there is. CBA chapter clubs typically have the local "CB leaders" in a community in the membership, and these "influential operators" are the people to reach with your marketing message!

I) Direct Mail Promotion To All New Licensees?

Looking for a way to reach ALL new Class D licensees? CBA already maintains one of the largest direct-mail to all-new-CB-licensees programs in the nation today. As an 'Associate Member' of CBA, we have a special program that will appeal to all mass merchandisers; a way to reach the new licensee in his own mailbox shortly after he receives his license. More about this shortly, in this manual.

J) And A 5% Discount On Advertising?

If we do all of this for CBA Associate Members, you are probably thinking that CBA Associate Membership is expensive. It's not ... as we will show you shortly. In fact, it can be free! Because one of the real benefits of CBA Associate Membership is an accross the board 5% discount on advertising in 10-4 CB'er Magazine. We'll demonstrate to you shortly that this 5% advertising discount more than pays your annual 'CBA Associate Membership' fee in a typical year; which is just like getting Associate Membership free!

THINGS CBA WON'T DO FOR YOUR COMPANY!

We won't tell you how to run your business. We won't play "favorites" with the suppliers. We won't promote narrow self interests. We will simply be here, provide solid, meaningful programs and opportunities; and we'll help in any way we can.

10-4 CB'er MAGAZINE

Every single member of CBA receives 10-4 CB'er Magazine as part of his "membership package". That's 100,000 plus CBA members with our March 1977 issue (released 2-15-77) and a present growth rate of 10,000-12,000 per month. This does not make 10-4 CB'er Magazine the biggest circulation wise ... but our present rate of growth does say something about where we will one day be. Plus - through several hundred very carefully selected CB radio sales and service centers, we will distribute an additional 10,000 copies each month.

A) Run-Of-Magazine (ROM) Space

Most magazines sell ROM (run of magazine) space; as an advertiser you pays your money and takes your chances on where you end up with your display space. We offer this standard approach for single insertion or non-consecutive issue advertisers. And it is a good deal; because 10-4 CB'er Magazine, as the "official journal" of CBA (a non-profit, tax exempt educational association) carries a much lighter advertising load than other CB publications. This means less advertising-bunching, better readership of your ads with adjacent editorial material.

B) Adjacency Space

However, for 6 or 12 time advertisers (advertising in consecutive issues), 10-4 CB'er Magazine offers 'guaranteed positions' or "adjacency space" inside of or opposite sustaining features and columns. This includes columns dealing with antennas, Washington news, technical tips for the do-it-yourselfer, getting your CB's money's worth, the CBIC (interference) program, "Back to Basics" (elementary electronics), getting into ham radio, a "beaver" column and much more. These guaranteed display spaces are available at no extra charge to 6 or 12 time consecutive issue advertisers. Let us help you build your image with this innovative approach to display advertising placement.

10-4 CB'er MAGAZINE RATE CARD NUMBER ONE

10-4 CB'er is published monthly as its official journal by the International CB Radio Operators Association (CBA); a nationally chartered non-profit tax exempt corporation founded for the education of CB radio users and the dissemination of CB radio operating practices and procedures.

- (1) **Effective date of rate card** — December 15, 1976
- (2) **Rate card effective until** — December 15, 1977 or until CBA membership (and 10-4 CB'er circulation) reaches 175,000; whichever occurs first.
- (3) **Circulation** — To all current members of CBA (approximately 102,000 2-15-77) and to selected Dealer Associate Member stores for re-distribution through over-the-counter sales.
- (4) **Trim size** — 8-3/8 x 10-7/8 inches, full page bleed 8-1/2 x 11 inches
- (5) **Publication date** — 15th of the month preceding the dated month (i.e. February 15, 1977 for issued dated 'March 1977')
- (6) **Space reservation deadlines** —
March 1977 issue — January 17, 1977
All subsequent issues — 15th of second month preceding dated month (i.e. February 15, 1977 for April 1977 issue)
- (7) **Camera ready art deadlines** —
March 1977 issue — January 24, 1977
All subsequent issues — 20th of second month preceding dated month (i.e. February 20, 1977 for April 1977 issue)
- (8) **To reserve advertising space** — Contact Ronald L. Hyden at (405) 943-7568
- (9) **To discuss advertising mechanicals** — Contact Richard Montgomery at (405) 943-7568
- (10) **Associate Member Program** — Manufacturers, suppliers and distributors supporting CBA's Associate Member program are entitled to a 5% advertising discount from the earned rates listed here; taken **after** normal 15% agency discount when camera ready art is supplied.

(11) Advertising Display Space Rates

Format Size	Inch Dimension	1X Rate	6X Rate	12 (+) X Rate
Full Page	7" x 9-3/8"	\$1275.	\$1150.	\$1100.
2/3 page	4-1/2" x 9-3/8"	1013.	912.	872.
1/2 page	7" x 4-5/8"	756.	681.	651.
	4-1/2" x 6-7/16"	756.	681.	651.
1/3 page	2-1/16" x 9-3/8"	557.	501.	479.
1/4 page	7" x 2-1/16"	454.	409.	391.
	4-1/2" x 3-1/2"	454.	409.	491.
1/8 page	2-1/16" x 3-1/2"	292.	263.	251.
Cover 2	8-3/8" x 10-7/8"	1483.	1334.	1276. (1)
Cover 3	8-3/8" x 10-7/8"	1386.	1248.	1193. (1)
Cover 4	8-3/8" x 10-7/8"	1636.	1473.	1408. (1)

(1 — Covers 2, 3, 4 include one extra standard (PMS) color at **no additional charge**, and are sized for bleed to trim-edge dimensions)
(App. to 12 Time Rate)

- (12) **Bleed Advertisements** — Certain positions may bleed, with **advance clearance required** from publisher. No extra charge where bleed is possible.
- (13) **Extra Colors** — \$275.00 per additional color per page or fractional page for first extra color page or page fraction; for additional pages on same signature, \$112.00 for same color repeated on additional page or fraction thereof.
- (14) **Process Color** — Space rate (from 11 above) plus \$825.00 on first page or fractional page; additional process color pages or fractions on same printing signature \$325.00 each.
- (15) **Tip-In Pre-Printed Insertions** — Rate depends upon tip-in format and size of actual press run for tip-in issue; inquire of Ron Hyden.
- (16) **Publication Preparation of Advertising Layout** — All copy for publication prepared advertising layouts must be in hands of publisher on 10th of second month preceding dated month; no agency discount allowed, and type and layout charges made at cost.
- (17) **Adjacency Positions** — Covers 2, 3, and 4 are specified positions. Additionally, **10-4 CB'er** also provides position-guaranteed editorial department adjacencies for 6 and 12 time advertisers utilizing consecutive insertions, at no premium charges. For full details, contact Ron Hyden.
- (18) **Publisher's Rights** — The publisher reserves the right to reject any advertising copy which it believes does not reflect the best interests of a healthy, growing CB radio user's association. The decision of the publisher shall be final in such matters and no explanation for rejection of the advertising materials shall be required.
- (19) **Terms and Conditions** — All advertising invoices are subject to 2% discount when full payment for current invoicing is prepared and mailed **within 15 days of the date appearing on the invoice**. Regular terms are net 30 days from the date appearing on the invoice; 15% agency rates apply. Publisher reserves the right to discontinue additional advertising schedules for any advertiser who falls beyond 60 days with any due invoice; and to require full payment to bring such accounts to a 'paid in full status' before additional advertising is accepted or scheduling begun anew.
- (20) **Un-rated advertisers** — Any advertiser who, in the sole judgement of the publisher, is not adequately rated for normal 30 day terms, may advertise only by making **full payment** (less 2% discount) **with advertising order**. Advertisers so affected will be required to maintain this pre-payment schedule for a period of at least three insertions before they will be accorded net 30 day terms, or until adequately rated for normal 30 day terms.
- (21) **Editorial Integrity** — Editorial and advertising sale departments of this publication are run independently of one another; and commitments for editorial space or editorial consideration of products or services by prospective advertisers cannot be made by advertising sales personnel. Editorial format, and editorial coverage is closely governed by the charter of CBA and any consideration for editorial coverage of a product or service shall be made only by the Editor-In-Chief, and then only on the merits of the product and its relation to the Association's members.
- (22) **Laboratory Evaluation** — The publisher reserves the right to require a suitable performance evaluation of any product offered for advertisement in the publication by requesting that an operating product sample be submitted to the Association's Communications Laboratory. Results of such tests are kept confidential, and will only be released to the manufacturer; but will insure that product specifications and claims, where controversial, have been evaluated and confirmed by the Association prior to such product advertising.
- (23) **Negatives and Progressives** — Information regarding required line screens, negative formats and color separations (with progressives) available from Richard Montgomery; publisher shall not be responsible for reproduction quality of advertisements submitted to publication at standards other than those specified by Mr. Montgomery.
- (24) **Artwork Return** — Artwork, negatives, separations and other materials supplied to publication for reproduction purposes are held 30 days from the date of publication and then destroyed **unless** specific return instructions are included with the materials submitted or provided within the 30 day period.
- (25) **Shipping Instructions** — Advertising materials should be sent directly to Attention: Richard Montgomery, 10-4 CB'er Magazine, Suite 109, 4209 NW 23rd, Oklahoma City, Ok. 73107.
- (26) **Artwork Changes/Key Numbers** — Changes in the artwork supplied, including key number or address coding changes, are made at no cost **provided** all artwork materials are on hand at publication **by the 17th of the second month preceding** the dated month. Publisher cannot be responsible for changes requested when artwork arrives after that date.

10-4 CB'er SPACE RESERVATION/ORDER FORM

____ PLEASE RESERVE FOR OUR FIRM THE SPACE INDICATED BELOW IN YOUR MARCH '77
ISSUE OF 10-4 CB'er Magazine.

____ Full page at ____ 12X rate ____ 6X rate ____ 1X rate

____ 2/3 page at ____ 12X rate ____ 6X rate ____ 1X rate

____ 1/2 page at ____ 12X rate ____ 6X rate ____ 1X rate

____ 1/3 page at ____ 12X rate ____ 6X rate ____ 1X rate

____ 1/4 page at ____ 12X rate ____ 6X rate ____ 1X rate

____ 1/8 page at ____ 12X rate ____ 6X rate ____ 1X rate

____ Cover 2 at ____ 12X rate

____ Cover 3 at ____ 12X rate

____ Cover 4 at ____ 12X rate

____ We will also use (number of) ____ color(s)

____ We prefer a: ____ Run Of Magazine space; ____ Guaranteed adjacency space (6 or
12X consecutive insertions only, no extra charge).

____ We are applying for CBA 'Associate Membership' and will therefore be entitled
to the extra 5% discount allowed to all Associate Members.

DEADLINES:

- (1) Space reservations - January 17, 1977 for March 1977 issue; see rate card
for subsequent issues;
- (2) Camera Ready Artwork - January 24, 1977 for March 1977 issue; see rate card
for subsequent issues.

Name of Individual to Contact: _____

Advertising Company _____

Mailing address _____

City _____ State _____ Zip _____

Telephone number (____) _____

Return directly to: Attention / Ron Hyden
10-4 CB'er Magazine
Suite 109, 4209 NW 23rd
Oklahoma City, Ok. 73107

(405/943/7568)

SPACE
HOLD!

INTERNATIONAL CB RADIO OPERATOR'S ASSOCIATION—CBA

ASSOCIATE MEMBER PROGRAM

The CBA 'Associate Member' program is designed to assist the suppliers and manufacturers; to increase their involvement in the marketplace, and to bring together through CBA the users of the equipment with the manufacturers and suppliers of the equipment.

A) What Associate-Membership Costs Per Year

Annual membership for equipment manufacturers, and distributors, is \$500.00 per year. (Dealers note: A special low-cost program is available for local and regional dealers; contact Ron Hyden at 10-4 CB'er Magazine.)

B) What Associate-Members Are Entitled To Receive

Associate-members of CBA are entitled to the following benefits:

1) 5% Discount On All Space Advertising

All advertising in 10-4 CB'er Magazine will be billed at the earned rate, less 15% agency commission (where applicable) less 5% Associate-discount. Note: For a 12X full page black and white advertising schedule, the 5% savings for a year is \$561.00; \$61.00 more than the annual membership fee.

2) Use Of New Products News Column

10-4 CB'er Magazine's new products column ("10-12 for New Products") is reserved for the exclusive use of CBA Associate Members. Editorial display space for new products has real value per year, measureable in dollars and cents.

3) No Charge Listing Monthly On Associate's Roster

The last page of every issue of 10-4 CB'er Magazine lists in reference form all FCC Field Office Bureaus, FCC Gettysburg, FCC Washington, and, CBA Associate Members. Our "Associate Member Roster" includes your company name, address, telephone number and an explanation of the product types you manufacture or distribute. This no-charge listing is monthly, as part of your CBA "Associate Membership".

4) 10-4 CB'er Lab Review Of New Products

Our 10-4 CB'er "Communications Laboratory" is a highly efficient, well designed equipment evaluation facility. Every issue of 10-4 CB'er Magazine carries at least one "Lab Report" of a product available to CB. This "editorial evaluation" of products is designed to acquaint CBA members with the good (and not so good) points and features of products evaluated. On a priority system of one product per year, CBA "Associate Members" are entitled to product 'Lab Report' and 10-4 CB'er Magazine editorial reports. For full information, contact Editor-In-Chief Bob Cooper, Jr.

5) Participation In The Giant '10-4 CB'er Monthly Give-Away!'

Every issue of 10-4 CB'er Magazine features a gigantic reader-involvement 10-4 CB'er Monthly Giveaway. In each issue our "Communications Laboratory" evaluates a new product and reports on same. In that same issue readers fill out a reader questionnaire card (including questions like "What do you think of this product", what is the name and address of your favorite local CB dealer, etc.) and mail that card to 10-4 CB'er Magazine. At the end of the month, we draw out of the Giveaway Container the winning card(s) and the winner receives the product evaluated that issue. The manufacturer providing the product gets pages and pages of valuable editorial space, the excitement of a "Giveaway" and all of the contest entry cards for his marketing department! For CBA "Associate Members" only.

6) Re-Distribution Of Product Literature To CBA Chapter Clubs

If you have product literature you wish distributed to CBA chapter club meetings, we have the vehicle to do this through our CBA "Associate Member" program.

7) Direct Product News Releases To 3100 CCO 'Broadcasters'

Twice per week CBA appointed County Communication Officers are "on-the-air" on pre-announced channels, answering questions for CB'ers, providing the latest CBA originated "CCO Bulletins" concerning new FCC rules, legislation, and new product news. CBA "Associate Members" have access to this program for new product news announcements; contact Ron Hyden at 10-4 CB'er Magazine.

APPLICATION FORM—CBA ASSOCIATE MEMBER

Membership in the International CB Radio Operators Association (CBA) is on an annual basis. Enclose membership fee for the year with your application (make check payable to "CBA / Associate Membership").

☐ Please accept our application for ASSOCIATE MEMBERSHIP in CBA; our check for one year membership is attached (\$500.).

NAME OF COMPANY _____

Mailing address _____

Town/City _____ State _____ Zip _____

Telephone Number (____) _____

Name of person to contact regarding membership: _____
(His/her title) _____

We are primarily: ☐ Manufacturer of CB equipment
☐ Importer of CB equipment
☐ Distributor of CB Equipment
☐ Other (explain) _____

Indicate Product Areas Covered:

Antennas:	Transceivers:	Accessories:	
<input type="checkbox"/> Base omni-directional	<input type="checkbox"/> Base only	<input type="checkbox"/> Coax cable	<input type="checkbox"/> Crystals
<input type="checkbox"/> Base directional	<input type="checkbox"/> Mobile only	<input type="checkbox"/> Coax connectors	<input type="checkbox"/> Microphones
		<input type="checkbox"/> Coax accessories	<input type="checkbox"/> Power mikes
<input type="checkbox"/> Mobile	<input type="checkbox"/> Base/mobile	<input type="checkbox"/> SWR meters	<input type="checkbox"/> Mounting acc.
<input type="checkbox"/> (other) _____	<input type="checkbox"/> Amateur	<input type="checkbox"/> Other test meters	<input type="checkbox"/> Scanners

☐ Non-categorized products including: _____

NOTE: The accuracy of your 10-4 CB'er "Associate Member Roster" listing will depend upon the accuracy of your completing the above portion of this application form.

Participation as a CBA "Associate Member"

We intend to take advantage of the following Associate Member benefits:

☐ 5% discount on advertising (see page 9 here for advertising order form)

☐ Use of 10-4 CB'er new products column (note: address all new product news to: Attention Bob Cooper, Jr.; 10-4 CB'er Magazine, Suite 109, 4209 NW 23, Oklahoma City, Ok. 73107).

_____ No charge listing in 10-4 CB'er CBA "Associate Member Roster" (information for this listing will come from this application form)

_____ 10-4 CB'er Lab Review of a new product (Note: Do not submit equipment to 10-4 CB'er Magazine without obtaining preliminary clearance and scheduling from Editor In Chief Bob Cooper, Jr.; scheduling involves both the Lab time and editorial scheduling of the Lab Review)

_____ Participation in 10-4 CB'er Monthly Give-Away (Note: Sequential participation in the Give-Away program depends upon the date-of-receipt of this application form. I.e., first in, first out!)

_____ Re-distribution of Product Literature to CBA chapter club meetings (Note: Do not send literature to 10-4 CB'er magazine; contact Ron Hyden for a 'reading' on clubs available and shipping points for literature)

_____ Direct Product News Releases to 3,100 CCO 'Broadcasters' (Note: To be sure your new product releases get into the "CCO Broadcaster Pipeline", place CCO Director Ron Hyden on your new products mailing list. A copy of the CBA bulletins issued to all CCO participants will be sent to your attention when your new product material is released through the CCO program.)

10-4 CB'er Information For Our Files

(1) Name of your company President _____

(2) Name of your sales manager _____

(3) Name of your advertising manager _____

(4) Your advertising agency _____

Agency street address _____

City _____ State _____ Zip _____

Telephone number (_____) _____

Your account executive _____

Important

(a) Return this application form promptly for immediate participation in CBA programs

(b) Attach check made out to "CBA Associate Membership" in the amount of \$500.

(c) Return to:

CBA Associate Membership / Atten: Ron Hyden
CBA

Suite 109, 4209 NW 23rd
Oklahoma City, Ok. 73107

(405/943-7568)

TARGET-MARKET PROGRAM— How It Can Help You!

The "Target Market" concept is really very simple. Because CBA already mails invitations to join CBA to every new Class D licensee, we have the built-in vehicle to help you promote your own products to these same new licensees.

A) Reach Just A Town

Perhaps you have a dealer you want to work with in getting a new product or a new line off the ground. Our Target-Market mailing program can put your sales literature in the hands of new and old licensees in just that community.

B) Or A County

Perhaps you would like to hand pick some county areas where you wish to test market a new product. For example, suppose you have a TVI product. By carefully picking counties where TVI is a problem, your product message reaches consumers that need your product; and there is no wasted coverage!

C) Or A State

Signing up a new distributor? Breaking in a new territory? Reach everyone with a CB license in that state (or state group) with the Target-Market mailing program through CBA.

D) Or A Zip Code (or two)

Only interested in selected zip-codes? Marketing people know that some zip codes have much higher median incomes than others; some make excellent test markets for expensive products, others are excellent for low cost products. Target-Markets can help sort it all out for you.

TARGET MARKET PROGRAM—Let CBA Quote Your Needs

Contact Ron Hyden at 10-4 CB'er Magazine (405 / 943-7568).

The CBA CBIC (Citizens Band Interference Committee) PROGRAM

During the past year CB radio has been "tainted" by the growing monster known as "interference". CB radio users are being blamed for every conceivable form of interference to home radios and television and hi-fi's. Even hearing aids and intercom systems!

Our recent addition of 17 new channels was held up by the interference problem. Our obtaining a new VHF assignment (i.e. Class "E") is tabled because of the unknowns and "threats" of "interference".

Something must be done about interference. We recognize that fact. And we are doing something about it at CBA.

We have established a national program which we call CBIC (Citizens Band Interference Committees). CBIC is patterned after the 25 year old concept first introduced by the amateur radio fraternity in the early 50's; volunteer members of CB radio form "interference teams". These teams operate in a town or city or county area. They receive national coordination, facts, the latest remedies and help from a strong national coordinator.

CBA is now equipping six "model" CBIC teams in six counties in the United States. We are scheduled to have a total of 60 "county" operating teams by the end of summer of 1977. Each team receives from CBA:

- (1) A set of interference-chasing test equipment, including a specially prepared battery operated television receiver and "probe antenna"; a \$1600.00 battery operated 4-300 MHz spectrum analyzer, SWR meter, test dipole, and other "hardware" aids;
- (2) A 30 minute CBA prepared videotape training aid, to train volunteer CBA personnel, to demonstrate TVI/etc. interference problems to local radio and TV service people, to educate the local "media" as to how interference occurs, how to assess the fault and cure the problem;
- (3) A comprehensive set of training and reference manuals, including pocket-size diagnostic booklets illustrating interference problems and cures;

Additionally, CBA provides comprehensive "Interference Reporting Forms", and one copy of each "investigative report" returns to CBA CBIC coordinators for national analysis. From these hundreds of reports each month, updated "reference manual" case-history guide sheets are prepared, and distributed to all participating teams nationwide. This round-robin "feed-back" program insures that all participants stay current at all times.

A) 60 Pilot Counties

There are 60 "pilot" counties where this program is to be tested in the first half of 1977. Six of these pilot counties are in the process of being established at this time; the balance will hinge on additional funding and support from CB suppliers.

B) Extensive Software Training Materials

The software training materials (videotape, reference manuals, training aids) now being prepared can be extended to cover 60 or 600 different CBIC teams. This portion of the program is funded and is underway at this time.

C) A Unique Approach To Providing Test Equipment Hardware

Funding for the first six sets of hardware (averaging \$2,200. per CBIC team) is well underway. By receiving uniform test equipment, the CBA CBIC program insures uniform testing procedures and "repeatability" between testing results.

D) How Do You Participate?

CBA is soliciting two levels of support for the CBIC program. Initially, the program needs financial support for the additional 54 hardware packages for the first 60 fully equipped CBIC teams; additionally, it needs on-going project supervision support, as the next page explains.

APPLICATION FORM— CBA Citizens Band Interference Committee Funding Program

Support from the CB manufacturing industry has already allowed us to begin work on the software (manuals, videotape, etc.) portion of this program; and to equip six initial "model" county CBIC teams. During February 1977 these first teams will be "in place" and conducting preliminary operations; monthly reports from CBIC to all interested parties (including the FCC) are scheduled to begin April 1, 1977.

To fund the balance of the first 60 model county CBIC teams, at \$2,200. in equipment per team, will require an additional \$118,800. We are herein soliciting additional "pledges" of support for this program. Actual financial support will be to CBA, a non-profit, tax exempt national association for CB radio operators and their education; and funds provided will be utilized solely for the equipping of additional CBIC teams this spring and summer.

____ We hereby pledge support in the amount of \$ _____ to the CBA CBIC program during the first half of 1977.

Note: Please do not submit pledge amounts at this time.

To provide comprehensive and professional coordination of the CBA CBIC program on an on-going basis, to insure that the individual teams have the professional back-up and support they require, and to insure that the results of the CBIC efforts are properly catalogued and distributed to various local, state and federal officials, CBA has established a professional staff to oversee the program. Here is how this staff is to be funded:

- (1) Industry suppliers who take two full pages of advertising per month in 10-4 CB'er Magazine will be funding, through the net amount of their second advertising page, the CBIC management program.
- (2) For a full page advertisement in 10-4 CB'er, the black and white 12X rate is \$1100.00. The cost of printing and distributing that page is \$800.00. The balance, \$300.00, will be "earmarked money", spent directly by the CBIC project. In this way the supplier receives normal advertising values with his second page of advertising per month, and the CBIC program receives earmarked operating funds.

____ We hereby agree to take two full pages of advertising in 10-4 CB'er Magazine per month; on a 12 time schedule, with the understanding that the net amount (\$300.00) for the second page will be earmarked for the CBIC program operation.

Company Name _____

Address _____

City _____ State _____ Zip _____

Your Name _____ Date _____

Return to: Attention Ron Hyden, CBIC Program
Suite 109, 4209 NW 23rd, Oklahoma City, Ok. 73107

SO NOW YOU KNOW. . .what this CBA thing is all about

CBA - The International CB Radio Operators Association. A sound, practical, hard working CB radio user's association working to improve the image of CB radio, to make CB radio a better radio service, and to bring together the users and the suppliers and the regulators in a marriage of intelligent, progressive programs that will improve the conditions of the service.

A) How Do You Reach Us?

We are not hard to find. 10-4 CB'er Magazine is published by CBA with editorial offices in Oklahoma City, Oklahoma:

**10-4 CB'er Magazine
Suite 109, 4209 NW 23rd
Oklahoma City, Ok. 73107**

B) Who Are We?

The staff of 10-4 CB'er Magazine (where the CCO program and the CBIC program is also headquartered) is a professional staff that has produced for several years another "trade association" publication called CATJ (Community Antenna Television Journal). We do good work and are proud of it!

**Attention:
Bob Cooper, Jr.
Editor In Chief**

**Attention:
Ronald L. Hyden
Associate Editor**

**10-4 CB'er MAGAZINE
Suite 109, 4209 NW 23rd
Oklahoma City, Ok. 73107**

C) Let Us Hear From You!

Questions? Let us try to provide the answers.

**Ron Hyden — (405) 943-7568
Richard Montgomery — (405) 943-7568**

**HOW TO
FIND US!**

